**Media Sales Manager Czechia**

Reporting to Group Head of Retail Media Sales

Europe's leading online grocery delivery service. We are on a mission for our customers’ healthier and happier lives by helping them eat and live better. Marrying state-of-the-art technology and logistics with love for food, we deliver up to 20,000 SKUs of high-quality groceries to our customers’ doors. We carry all the favorite brands, plus a range of affordable own-label products. In every city we carefully select the best quality and freshest local products to save our customers time; from butchers to bakery, and fresh produce directly from farmers via our unique Farm-to-Door program.

Today we have 1,000,000+ customers in five European countries (Czechia, Hungary, Romania, Germany, and Austria). Last year we delivered more than 10 million orders. For our customers, Rohlik is a true love brand.

### Role Overview

Join our international team as a Retail Media Sales Manager for Czechia. You will play a pivotal role in building and executing our Retail Media Sales business with your consultative selling approach.

Retail Media is known as the 3rd big wave of advertising and is growing fast all over the globe. Thanks to our strong grocery market position, our detailed knowledge of our customers, and to our advanced advertising solutions, rohlik.cz is very well positioned for success in this new advertising era.

The Media Sales Manager is responsible for successfully executing our Retail Media sales strategy and for delivering against our Retail Media revenue targets in Czechia.

Reporting to the Group Head of Retail Media Sales, the Media Sales Manager will need to develop a strong local network of potential advertisers and media agencies, while coordinating with local leadership teams.

### Your tasks and responsibilities

### Key Responsibilities:

* Identify and engage potential advertisers within defined industries in Czechia, through email, video calls, and in-person meetings.
* Create tailored campaign packages to meet the needs of our advertising partners.
* Analyze and interpret campaign performance data, providing optimization advice to advertisers.
* Foster long-term relationships with national media agencies and key advertiser decision-makers.
* Provide constant feedback from advertisers, to continuously advance our go-to-market strategy and our product solution.
* Represent Rohlik’s Retail Media team at local digital advertising trade fairs and conferences.
* Negotiate annual agreements with leading media agencies in Czechia.
* Achieve quarterly and yearly Retail Media sales targets.

### Collaboration:

You will work closely with your international peers and the country leadership team to ensure alignment on Retail Media strategy and operational priorities.

### What we expect from you

* **Think Big:** Bring a bold ambition for our Retail Media business, with clear judgment on leveraging our assets to create the most successful advertising space for consumer brands.
* **Strategic Thinkers:** Capable of developing innovative campaign packages and strategies that meet the needs of our advertising partners.
* **Move Fast:** Quickly transition to execution mode, efficiently building relationships and selling campaigns.
* **Get Hands Dirty:** Demonstrate a bias for action, proactively handling tasks and not relying on others.
* **Creative Problem-Solving:** Approach challenges with a mindset for creative solutions and workarounds, seeing opportunities rather than limits.
* **Analytical Mindset:** Strong analytical skills to interpret campaign data and provide actionable insights.
* **Effective Communication:** Excellent communication and negotiation skills to build and maintain strong professional relationships.
* **Relationship Builders:** Ability to foster long-term partnerships with key decision-makers in national media agencies.
* **Relentless Customer Orientation:** Our product is new to the market and requires education and persistence. Do not give up after the first "no" or delayed responses.

### What we look for

* **Proven Media Sales Expertise:** You bring a successful track record in sales (5+ years of experience), preferably within digital advertising or FMCG.
* **Industry Awareness:** Maintain proactive awareness and understanding of the online advertising and Retail Media ecosystem in Czechia and across Europe, staying updated on the latest industry trends.
* **Strong Existing Network:** A strong network of potential advertisers and media agencies in Czechia.
* **Great Autonomy and Self-Leadership:** Ability to work independently when needed.
* **Strong Personality and Entrepreneurial Spirit:** High respect for the customer experience.
* **Fluent in English and Czech:** Written and spoken.
* **CRM Experience:** Experience with HubSpot CRM is a plus.
* **Passion for Change:** Enthusiasm for working in an evolving environment.

### KPI’s typical for the position

* Retail Media Advertising revenue
* Sales funnel value and conversion ratios

### What we offer

* **Impactful Role:** Make a significant impact on our business and drive success in the Czech Retail Media market. Be able to implement good ideas quickly without long approval processes.
* **Innovative Environment:** Be part of a forward-thinking company that values creativity and innovation.
* **International Environment:** Become a member of an international team of media sales managers across Czechia, Hungary, Romania, Germany, and Austria.
* **Professional Growth:** Opportunities for continuous learning and career advancement.
* **Competitive Compensation:** Enjoy a competitive salary and benefits package.

You will work from our Group HQ in Prague.

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